The following implementation guide will help you begin employing ChiroUp's tools today.

View this email in your browser

Welcome UP

We would like to personally welcome you the elite ChiroUp team! Your new resource can help you build the practice of your dreams- while helping our profession continually evolve.

The following implementation guide will help you begin employing ChiroUp's tools today. This guide serves as a brief overview of the most useful features. A more detailed tutorial of any process is available in our Quickstart Tutorial video library.

…and don't forget- above all ChiroUp is a service company. Feel free to contact us by email or call (844) GO-CHIRO with any questions, anytime.

Tim & Brandon

CHIROUP.COM
Resources for Exceptional Practices

What would you like to do?

Login to ChiroUp
Create a Condition Report for My Patient
Create an Exercise Plan
Empower My Staff to Create Reports
Assess My Clinical Outcomes
Learn More About Any Condition
Update My Clinic Information or Logo
Promote My Practice
Watch a Tutorial Video

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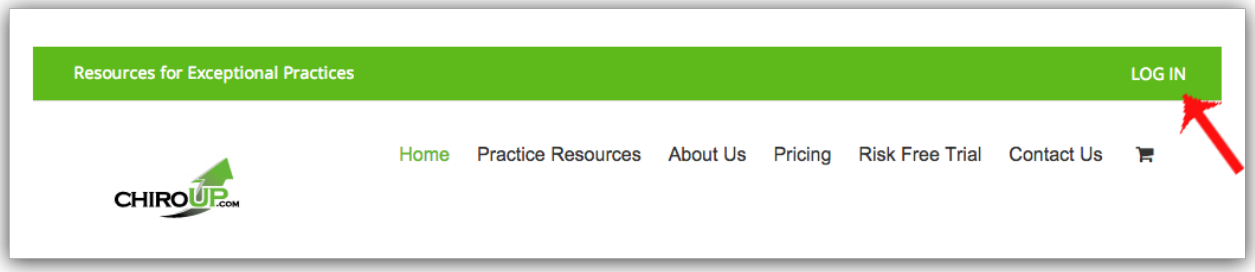
Welcome UP

Log in to ChiroUp

1. Go to www.chiroup.com

Hint: At present, ChiroUp performs best when using Google Chrome, Mozilla Firefox, or Safari (Mac users). ChiroUp features and page layout may display inconsistently on unsupported browsers.

2. Click on the “Login” button in the upper right corner



Hint: Create a shortcut icon on your desktop to expedite your log-in (Click Here for details).

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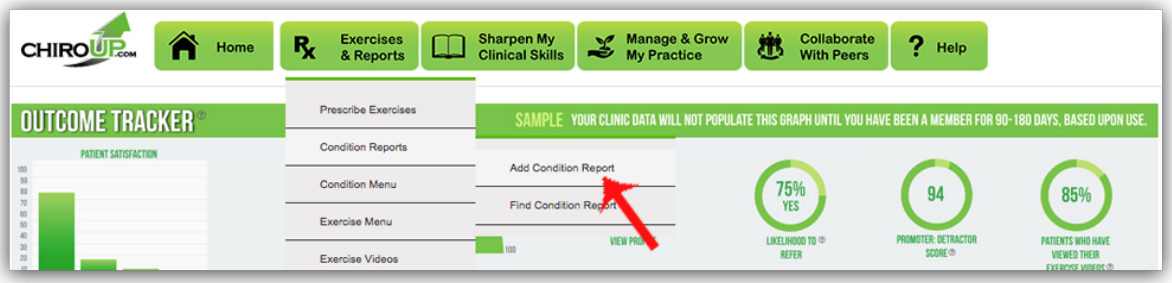
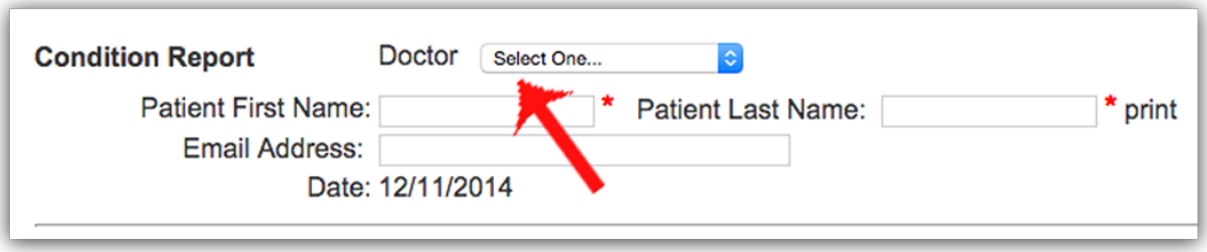
Welcome UP

Create A Condition Report For My Patient

1. Navigate to the “Prescribe Exercises & Reports” tab and select “Condition Report/ Add Condition Report” from the dropdown.

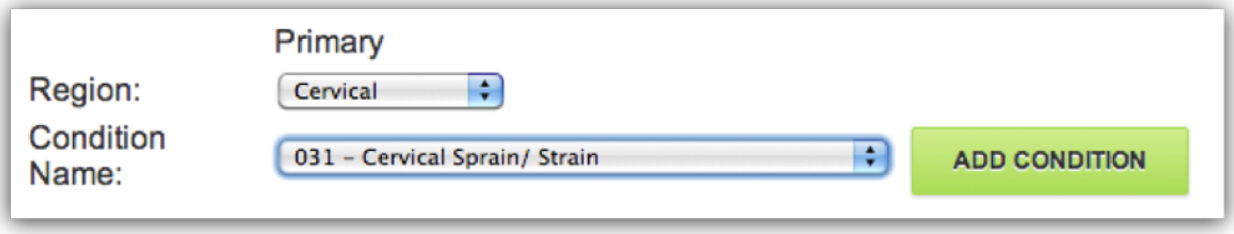


2. Select your name from the list of Providers. (If your name does not appear correctly in the dropdown, click here to learn how to resolve this issue). Next, enter your patient’s name and email address.



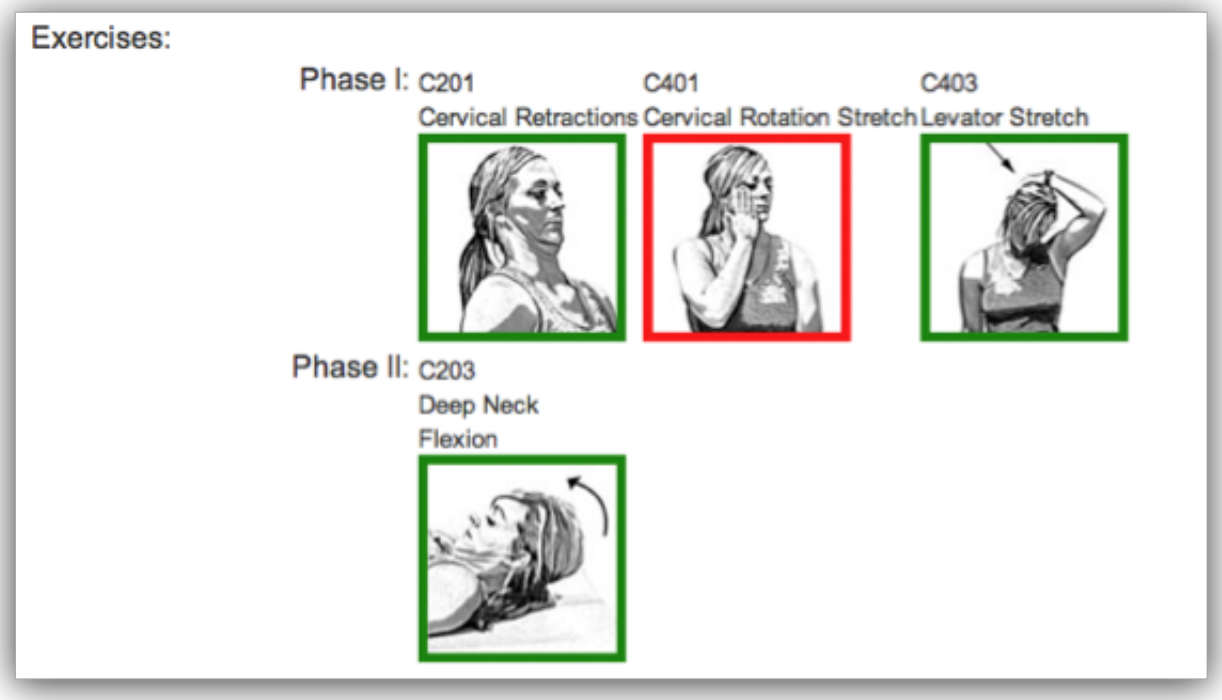
Hint: While email addresses are not needed for printing reports, they are required for obtaining outcome assessments and web ratings from your most satisfied patients.

3. Select the anatomical region of your patient's problem, choose their diagnosis and click "Add Condition". If the patient has multiple diagnoses, you may add those in the same fashion.

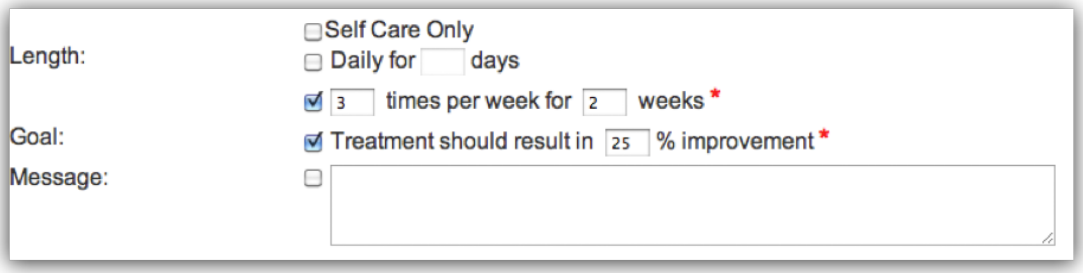


Hint: Your "Primary" diagnosis should be the most important diagnosis as this is the only diagnosis that will be tracked in your Outcome Assessment.

4. Exercises will automatically populate based upon "best practice" evidence for your chosen diagnosis. You may deselect an exercise by clicking on it (turns red). Exercises may be added by checking "Add exercises" in the subsequent section.

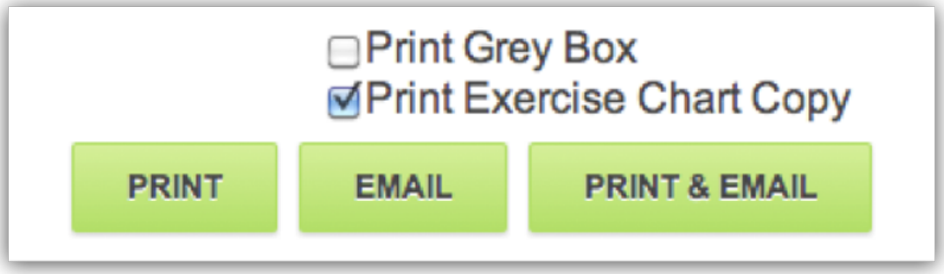


5. Enter your treatment plan and goals by checking the corresponding box and modifying the default numbers if desired. A personalized message may be added if you choose.



Hint: "Self care only" is used for simple conditions that do not currently require in office treatment. Leaving a box unchecked will simply omit its corresponding text from the patient's report.

6. Select "Print", "Email", or "Print & Email" to choose a delivery method for your patient's condition report.



Hint: Check the "Print Grey Box" if you would like to print a brief clinical synopsis of your patients diagnosis. Check "Print Exercise Chart Copy" if you would like a printed summary of your patient's exercises to use for teaching or to store in their chart.

7. Selecting "Print" or "Print and Email" will first bring up a print preview. You will need to select "print" (or Control+P) from your web browser menu to send these documents to your printer.

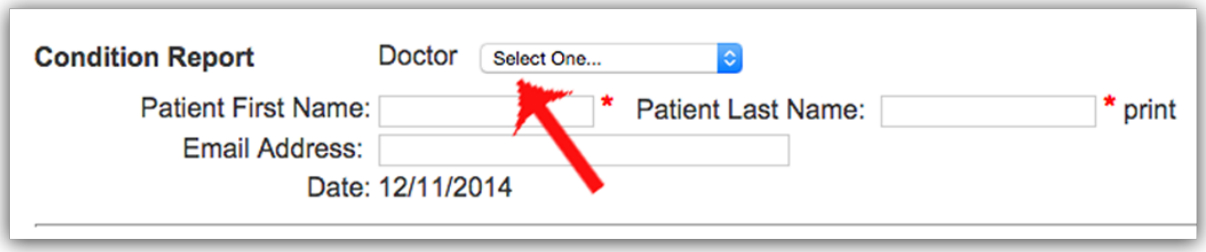
View this email in your browser

Welcome UP

Create an Exercise Plan for My Patient

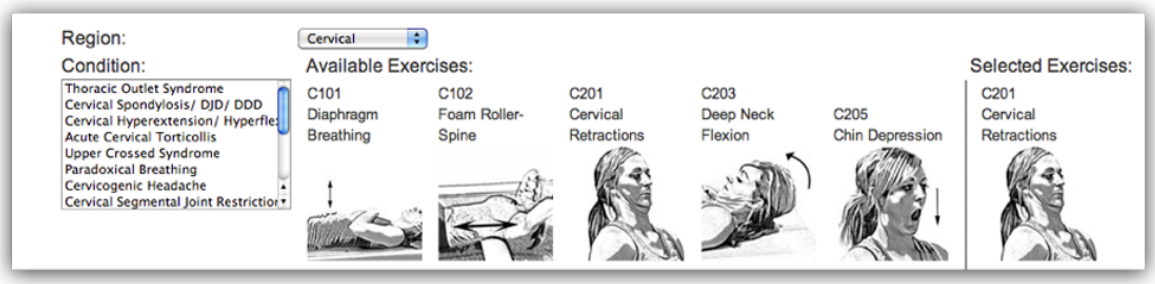
1. Navigate to the “Prescribe Exercises & Reports” tab and select “Prescribe Exercises/ Add Exercise Plan” from the dropdown.

2. Select your name from the list of Providers. (If your name does not appear correctly in the dropdown, click here to learn how to resolve this issue). Next, enter your patient’s name and email address.

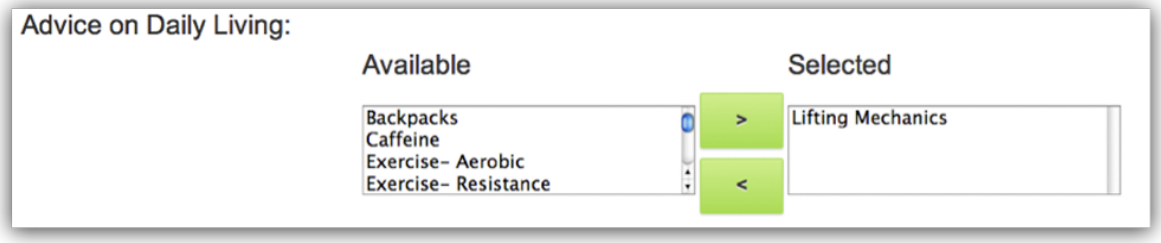


3. First, select the desired anatomical region. This brings up a menu of all available exercises for that region. Build your exercise plan by clicking exercises from the

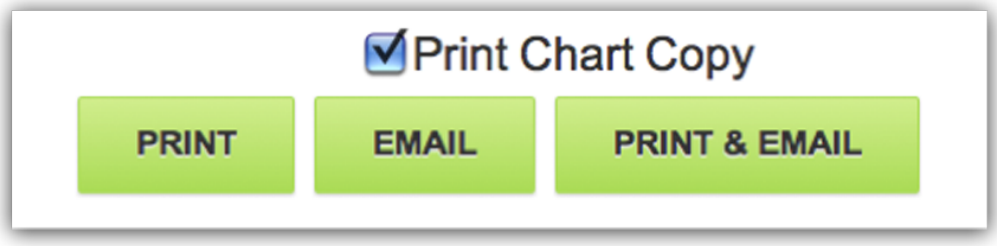
“available” menu to move them to the “selected” section on the right. You may incorporate entire exercise protocols for a given diagnosis by selecting a “condition” from the far left menu. You may “deselect” individual exercises by clicking the icon in the “selected” section.



4. If desired, you may incorporate pertinent ADL advice by highlighting an “Available” topic then clicking the arrow to move it to “Selected”.



5. Select “Print”, “Email”, or “Print & Email” to choose a delivery method for your patient’s condition report.



Hint: Check “Print Exercise Chart Copy” if you would like a printed summary of your patient’s exercises to use for teaching or to store in their chart.

6. Selecting “Print” or “Print and Email” will first bring up a print preview. You will need to select “print” (or Control+P) from your web browser menu to send these documents to your printer.

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Welcome UP

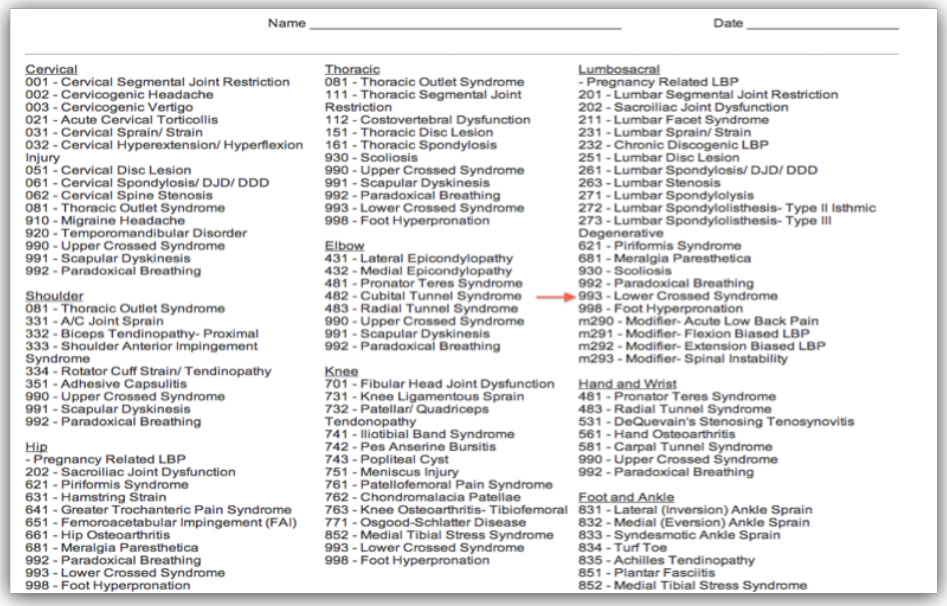
Empower My Staff to Create Reports

Now you know how to create condition reports and exercise plans. While you may choose to create reports yourself, most of this process can be delegated to a staff member- saving you time.

1. Print regional menus and keep these in each treatment room. The front of each menu lists possible diagnoses, while the back has icons of individual exercises for that region (i.e. cervical, shoulder, etc). Here is a link to each of the regional menu's.

Hint: ChiroUp's exercises change with the current evidence and we are still adding new conditions, so make sure you periodically reprint the latest version of these forms.

2. When a patient presents, pull out the appropriate regional form and circle the desired diagnosis (front) or individual exercises (back).



Name _____ Date _____

Cervical
001 - Cervical Segmental Joint Restriction
002 - Cervicogenic Headache
003 - Cervicogenic Vertigo
021 - Acute Cervical Torticollis
031 - Cervical Sprain/ Strain
032 - Cervical Hyperextension/ Hyperflexion Injury
051 - Cervical Disc Lesion
061 - Cervical Spondylosis/ DJD/ DDD
062 - Cervical Spine Stenosis
081 - Thoracic Outlet Syndrome
910 - Migraine Headache
920 - Temporomandibular Disorder
990 - Upper Crossed Syndrome
991 - Scapular Dyskinesis
992 - Paradoxical Breathing

Shoulder
081 - Thoracic Outlet Syndrome
331 - A/C Joint Sprain
332 - Biceps Tendinopathy- Proximal
333 - Shoulder Anterior Impingement Syndrome
334 - Rotator Cuff Strain/ Tendinopathy
351 - Adhesive Capsulitis
990 - Upper Crossed Syndrome
991 - Scapular Dyskinesis
992 - Paradoxical Breathing

Hip
- Pregnancy Related LBP
202 - Sacroiliac Joint Dysfunction
621 - Piriformis Syndrome
631 - Hamstring Strain
641 - Greater Trochanteric Pain Syndrome
651 - Femoroacetabular Impingement (FAI)
661 - Hip Osteoarthritis
681 - Meralgia Paresthetica
992 - Paradoxical Breathing
993 - Lower Crossed Syndrome
998 - Foot Hyperpronation

Thoracic
081 - Thoracic Outlet Syndrome
111 - Thoracic Segmental Joint Restriction
112 - Costovertebral Dysfunction
151 - Thoracic Disc Lesion
161 - Thoracic Spondylosis
930 - Scoliosis
990 - Upper Crossed Syndrome
991 - Scapular Dyskinesis
992 - Paradoxical Breathing
993 - Lower Crossed Syndrome
998 - Foot Hyperpronation

Elbow
431 - Lateral Epicondylopathy
432 - Medial Epicondylopathy
481 - Pronator Teres Syndrome
482 - Cubital Tunnel Syndrome
483 - Radial Tunnel Syndrome
990 - Upper Crossed Syndrome
991 - Scapular Dyskinesis
992 - Paradoxical Breathing

Knee
701 - Fibular Head Joint Dysfunction
731 - Knee Ligamentous Sprain
732 - Patellar/ Quadriceps Tendonopathy
741 - Iliotibial Band Syndrome
742 - Pes Anserine Bursitis
743 - Popliteal Cyst
751 - Meniscus Injury
761 - Patellofemoral Pain Syndrome
762 - Chondromalacia Patellae
763 - Knee Osteoarthritis- Tibiofemoral
771 - Osgood-Schlatter Disease
852 - Medial Tibial Stress Syndrome
993 - Lower Crossed Syndrome
998 - Foot Hyperpronation

Lumbosacral
- Pregnancy Related LBP
201 - Lumbar Segmental Joint Restriction
202 - Sacroiliac Joint Dysfunction
211 - Lumbar Facet Syndrome
231 - Lumbar Sprain/ Strain
232 - Chronic Discogenic LBP
251 - Lumbar Disc Lesion
261 - Lumbar Spondylosis/ DJD/ DDD
263 - Lumbar Stenosis
271 - Lumbar Spondylolysis
272 - Lumbar Spondylolisthesis- Type II Isthmic
273 - Lumbar Spondylolisthesis- Type III Degenerative
621 - Piriformis Syndrome
681 - Meralgia Paresthetica
930 - Scoliosis
992 - Paradoxical Breathing
993 - Lower Crossed Syndrome
998 - Foot Hyperpronation
m290 - Modifier- Acute Low Back Pain
m291 - Modifier- Flexion Biased LBP
m292 - Modifier- Extension Biased LBP
m293 - Modifier- Spinal Instability

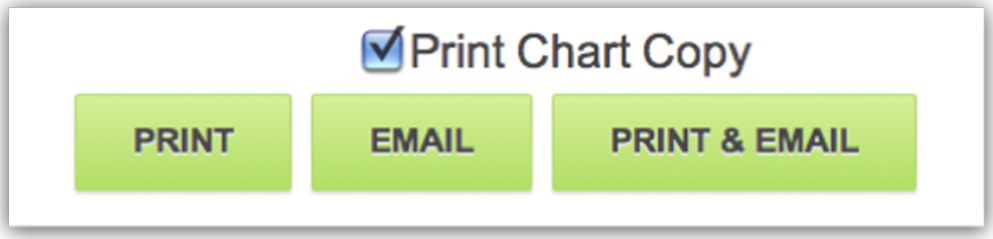
Hand and Wrist
481 - Pronator Teres Syndrome
483 - Radial Tunnel Syndrome
531 - DeQuevain's Stenosing Tenosynovitis
561 - Hand Osteoarthritis
581 - Carpal Tunnel Syndrome
990 - Upper Crossed Syndrome
992 - Paradoxical Breathing

Foot and Ankle
831 - Lateral (Inversion) Ankle Sprain
832 - Medial (Eversion) Ankle Sprain
833 - Syndesmotic Ankle Sprain
834 - Turf Toe
835 - Achilles Tendinopathy
851 - Plantar Fasciitis
852 - Medial Tibial Stress Syndrome

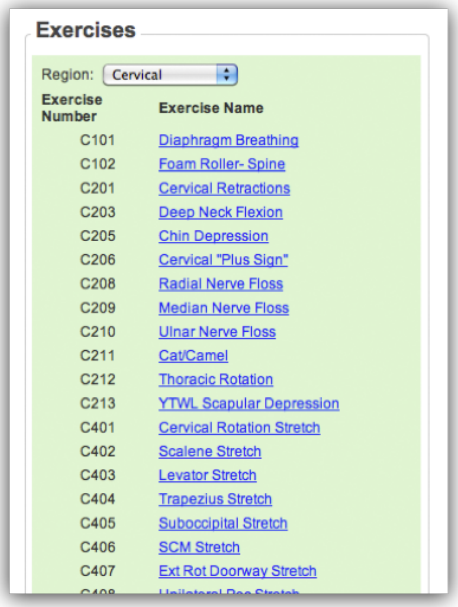
3. Hand this menu to a staff member to create the report at Chiroup.com, deliver, and bill.

Total time for you: 5 seconds!

Hint: Select "Print Chart Copy" when creating plans so that your staff may reference a printed summary of your patient's exercises to use for teaching.



Bonus Hint: Your staff may learn and review exercises by navigating to the "Prescribe Exercises & Reports" tab and selecting "Exercise videos". This brings up a comprehensive list of all available exercises. The list may be narrowed by selecting a specific region. Video demonstrations of each exercise may be obtained by clicking on the corresponding link and selecting play.



Assess My Clinical Outcomes

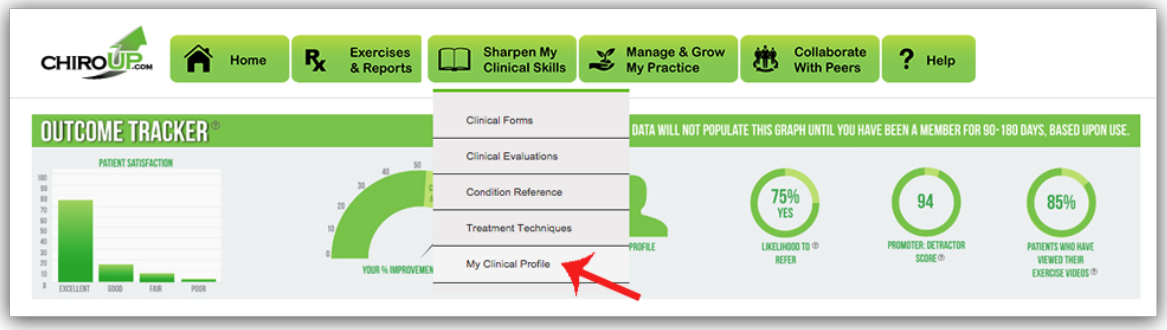
ChiroUp Outcome Tracker ® provides you with valuable feedback regarding patient outcomes and overall satisfaction. Here's how it works- 30 days after you prescribe a condition report, your patient is automatically emailed a short, 4-question survey about their experience. Their responses are compiled on your "clinical profile" report. You will be able to compare your outcomes for any given diagnosis with the ChiroUp provider average to determine your strengths and needs. More importantly, the ChiroUp team will be able to identify "star performers" for each diagnosis and (with their permission) share their recipes for success. As a bonus, patients who report "Excellent" outcomes will automatically be given the opportunity to post their comments about your care to an online review site like Google.

Important note: You may "opt out" of outcome tracker at any time by following the instructions in this video tutorial.

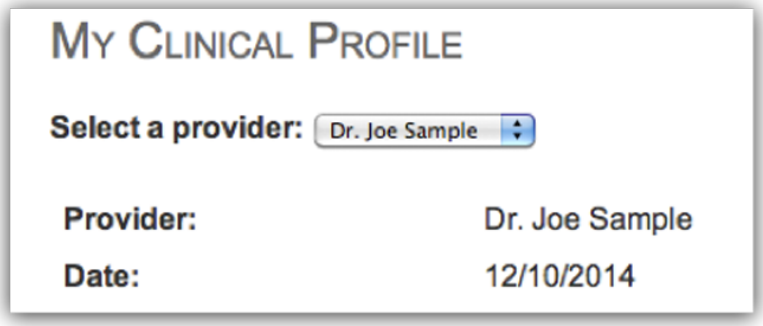
1. Your clinical Outcome Tracker "Dashboard" is available on your homepage. Your personal clinical outcome data will not populate your dashboard until patients complete their outcome studies (30 days after you begin prescribing reports). You may click on the dashboard to learn more about these outcome metrics.

The Patient Satisfaction Graph is derived from question #3 on the patient outcome survey: "How would you rate your overall experience in our office?".
The View Profile Icon will produce a spreadsheet containing cumulative outcome data for each subscriber in your office, subdivided by diagnosis.
The Likelihood to Refer Statistic is calculated from responses to Question #4 on the patient outcome survey: "How likely is it that you would recommend us to a friend or colleague?".
OUTCOME TRACKER
SAMPLE
YOUR CLINIC DATA WILL NOT POPULATE THIS GRAPH UNTIL YOU HAVE BEEN A MEMBER FOR 90-180 DAYS, BASED UPON USE.
PATIENT SATISFACTION
EXCELLENT
GOOD
FAIR
POOR
CHIRO UP AVERAGE
YOUR % IMPROVEMENT AT 30 DAYS
VIEW PROFILE
75%
YES
LIKELIHOOD TO REFER
94
PROMOTER: DETRACTOR SCORE
85%
PATIENTS WHO HAVE VIEWED THEIR EXERCISE VIDEOS
The Improvement Meter utilizes data from question #1 on the patient outcome survey: "How much better do you feel as compared to initially?". The needle of the meter represents the average improvement your patients report, 30 days after initiating care. The average range for all ChiroUp providers is shown for comparison.
The Promoter-Detractor Score is derived from patient responses to Question #4: "(On a ten point scale, with 10 being extremely likely) How likely is it that you would recommend us to a friend or colleague?". Patients who rate you in the 9-10 range are considered "Promoters", while those responding in the 0-6 range are "Detractors". Studies demonstrate that the net of: (Promoters minus Detractors) provides a score that is highly predictive for your businesses future growth rate.
Reichheld FF. The One Number You Need to Grow. Harvard Business Review. Dec 2003
The Exercise Views Statistic represents the % of your patients who have logged onto Stretchdemo.com to view video demonstrations of their exercises.

2. After you begin collecting data, you can assess your performance by navigating to the "Sharpen My Clinical Skills" tab and selecting "My Clinical Profile.



3. First, chose your name from the "Select a Provider" field.



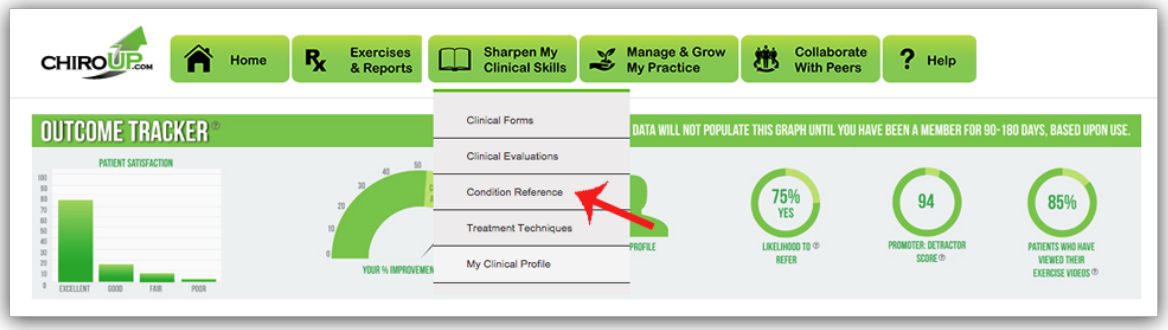
4. This allows you to view your statistics and compare them to the ChiroUp averages for any given diagnosis.

	# Treated	# Replied	Your Avg. % Improvement	Your Avg. # of Visits	ChiroUp Avg. % Improvement	ChiroUp Avg. # of Visits
Condition	**374**	**45**	**64.58%**	**5.06**	**58.51%**	**6.34**
A/C Joint Sprain	4	0	0%	0	0%	0
Acute Cervical Torticollis	5	2	30%	7.5	30%	7.5
Carpal Tunnel Syndrome	4	0	0%	0	0%	0
Cervical Disc Lesion	20	3	100%	5.67	87.5%	5.5
Cervical Hyperextension/ Hyperflexion Injury	2	1	100%	8	100%	8
Cervical Segmental Joint Restriction	45	10	47%	6.4	47.27%	6.73

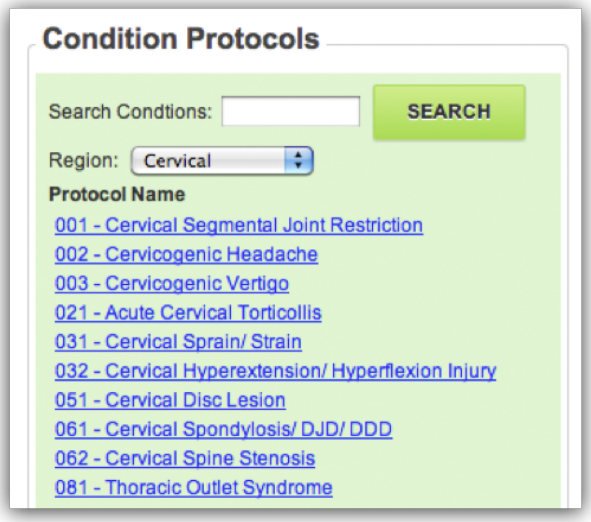
Important Note: Your personal statistics will never be shared with anyone outside of your clinic subscription without your express permission.

Learn More About Any Condition

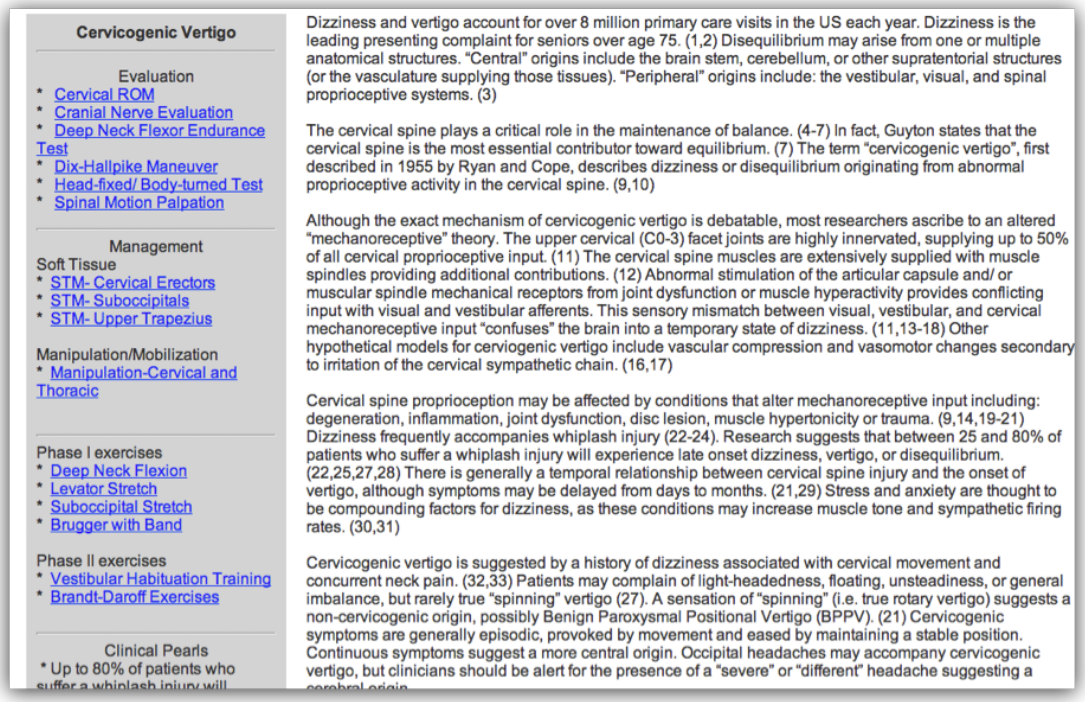
1. ChiroUp has researched and written evidenced-based protocols for the assessment and management of the most common musculoskeletal conditions. To review a condition summary, navigate to the “Sharpen My Clinical Skills” drop down and select “Condition reference”.



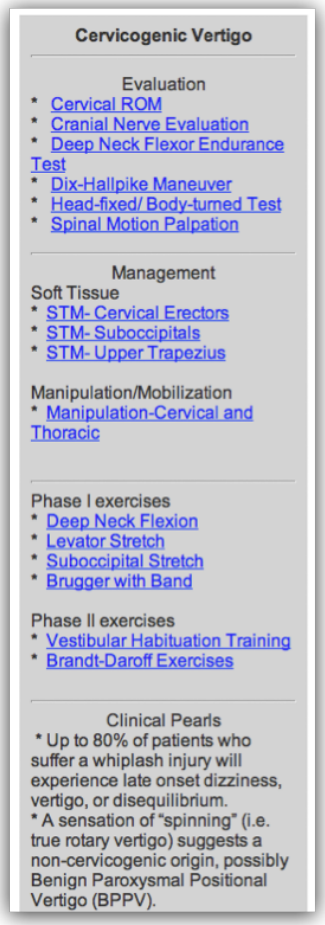
2. You may search for a specific diagnosis by entering it into the “search” field, or you may narrow the list of available options by “region”.


Condition Protocols
Search Condtions:
SEARCH
Region: Cervical
Protocol Name
001 - Cervical Segmental Joint Restriction
002 - Cervicogenic Headache
003 - Cervicogenic Vertigo
021 - Acute Cervical Torticollis
031 - Cervical Sprain/ Strain
032 - Cervical Hyperextension/ Hyperflexion Injury
051 - Cervical Disc Lesion
061 - Cervical Spondylosis/ DJD/ DDD
062 - Cervical Spine Stenosis
081 - Thoracic Outlet Syndrome

3. Selecting a condition will bring up its corresponding summary. Summaries are derived through extensive and ongoing literature searches, which detail the condition's etiology, predisposing factors, and best practice evidence for the assessment, imaging, and treatment of that condition along with the supporting references.


Cervicogenic Vertigo
Evaluation
* Cervical ROM
* Cranial Nerve Evaluation
* Deep Neck Flexor Endurance Test
* Dix-Hallpike Maneuver
* Head-fixed/ Body-turned Test
* Spinal Motion Palpation
Management
Soft Tissue
* STM- Cervical Erectors
* STM- Suboccipitals
* STM- Upper Trapezius
Manipulation/Mobilization
* Manipulation-Cervical and Thoracic
Phase I exercises
* Deep Neck Flexion
* Levator Stretch
* Suboccipital Stretch
* Brugger with Band
Phase II exercises
* Vestibular Habituation Training
* Brandt-Daroff Exercises
Clinical Pearls
* Up to 80% of patients who
Dizziness and vertigo account for over 8 million primary care visits in the US each year. Dizziness is the leading presenting complaint for seniors over age 75. (1,2) Disequilibrium may arise from one or multiple anatomical structures. "Central" origins include the brain stem, cerebellum, or other supratentorial structures (or the vasculature supplying those tissues). "Peripheral" origins include: the vestibular, visual, and spinal proprioceptive systems. (3)
The cervical spine plays a critical role in the maintenance of balance. (4-7) In fact, Guyton states that the cervical spine is the most essential contributor toward equilibrium. (7) The term "cervicogenic vertigo", first described in 1955 by Ryan and Cope, describes dizziness or disequilibrium originating from abnormal proprioceptive activity in the cervical spine. (9,10)
Although the exact mechanism of cervicogenic vertigo is debatable, most researchers ascribe to an altered "mechanoreceptive" theory. The upper cervical (C0-3) facet joints are highly innervated, supplying up to 50% of all cervical proprioceptive input. (11) The cervical spine muscles are extensively supplied with muscle spindles providing additional contributions. (12) Abnormal stimulation of the articular capsule and/ or muscular spindle mechanical receptors from joint dysfunction or muscle hyperactivity provides conflicting input with visual and vestibular afferents. This sensory mismatch between visual, vestibular, and cervical mechanoreceptive input "confuses" the brain into a temporary state of dizziness. (11,13-18) Other hypothetical models for cerviogenic vertigo include vascular compression and vasomotor changes secondary to irritation of the cervical sympathetic chain. (16,17)
Cervical spine proprioception may be affected by conditions that alter mechanoreceptive input including: degeneration, inflammation, joint dysfunction, disc lesion, muscle hypertonicity or trauma. (9,14,19-21) Dizziness frequently accompanies whiplash injury (22-24). Research suggests that between 25 and 80% of patients who suffer a whiplash injury will experience late onset dizziness, vertigo, or disequilibrium. (22,25,27,28) There is generally a temporal relationship between cervical spine injury and the onset of vertigo, although symptoms may be delayed from days to months. (21,29) Stress and anxiety are thought to be compounding factors for dizziness, as these conditions may increase muscle tone and sympathetic firing rates. (30,31)
Cervicogenic vertigo is suggested by a history of dizziness associated with cervical movement and concurrent neck pain. (32,33) Patients may complain of light-headedness, floating, unsteadiness, or general imbalance, but rarely true "spinning" vertigo (27). A sensation of "spinning" (i.e. true rotary vertigo) suggests a non-cervicogenic origin, possibly Benign Paroxysmal Positional Vertigo (BPPV). (21) Cervicogenic symptoms are generally episodic, provoked by movement and eased by maintaining a stable position. Continuous symptoms suggest a more central origin. Occipital headaches may accompany cervicogenic vertigo, but clinicians should be alert for the presence of a "severe" or "different" headache suggesting a

4. You will love the "grey box summary" for each condition, which includes integrated video links for each pertinent orthopedic test, treatment technique, and exercise. Video demonstrates may be obtained by clicking on the appropriate link and selecting "play".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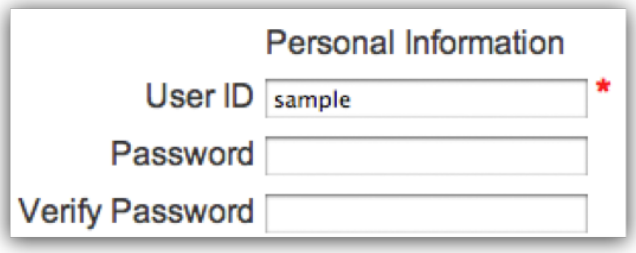
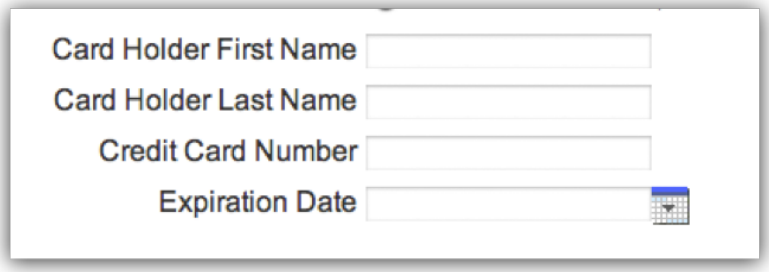
Clinical Pearls
* Up to 80% of patients who suffer a whiplash injury will experience late onset dizziness, vertigo, or disequilibrium.
* A sensation of "spinning" (i.e. true rotary vertigo) suggests a non-cervicogenic origin, possibly Benign Paroxysmal Positional Vertigo (BPPV).

Update My Clinic Information or Logo

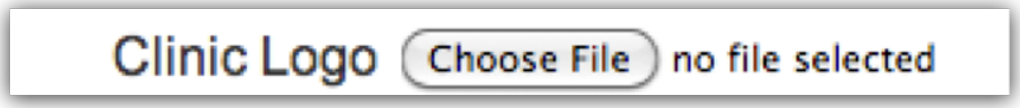
1. To **update or modify your username or password**, click on the “my account” icon within the top green header. Scroll to the “User ID” or “Password” text box and enter your new information (new passwords must be entered in both the “password and “verify password” boxes). Scroll to the bottom of the page and click “update user information”. You may be required to re-log in to continue using the program.



2. To update or modify your **payment information**, click on the “my account” icon within the top green header. Scroll to the Credit Card Information in the center of the page and update as needed. Scroll to the bottom of the page and click “update user information”.

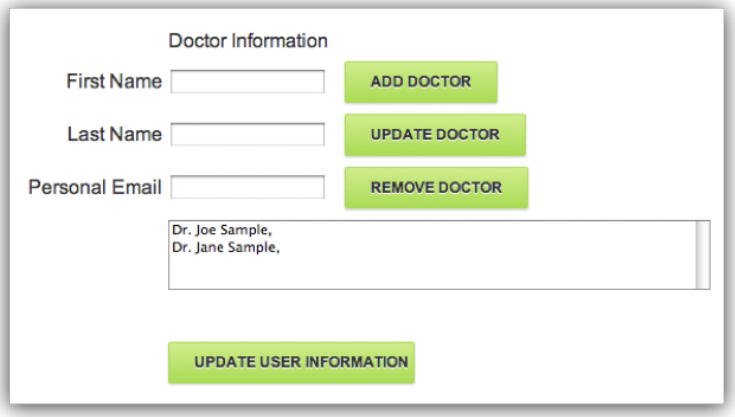


3. Subscribers have the ability to **import a clinic logo** onto information prescribed to patients, including the stretchdemo.com website. In order to personalize your site, you will need to upload your clinic logo into ChiroUp. First, navigate to the “My Account” icon within the green bar at the top of the member home page. Scroll down to the section entitled “Clinic Logo” and select “Choose File”. Select the location of your clinic logo file and click “Choose”. Finally, select “Update user information”. *(Please note that if you navigate back to the “My Account” page, you may still see “no file selected”)*



*Note: Your logo must be in a .jpg format and **not larger than 25MB**- preferably smaller, for faster upload & display when your patients log into the StretchDemo.com website to view their prescribed exercise videos.*

4. ChiroUp subscriptions include one provider at one physical location. For a limited time, primary subscribers may add other providers who are practicing at the same physical location without cost. Separate clinical locations require separate primary subscriptions. To add, delete, or modify the name of a provider, navigate to the doctor information section at the bottom of the page.



To **add a provider** practicing within the same physical location, enter their first name, last name, and personal email, then click “add doctor”. Finally, make sure that you click on “update user information”.

To **update or modify the name of an existing provider**, select that provider’s name from the drop down list, modify their name as needed, click “update doctor”, and finally, be sure to “update user information”.

To **remove a provider**, select their name from the drop down, click on “remove doctor”, and finally, “update user information”.

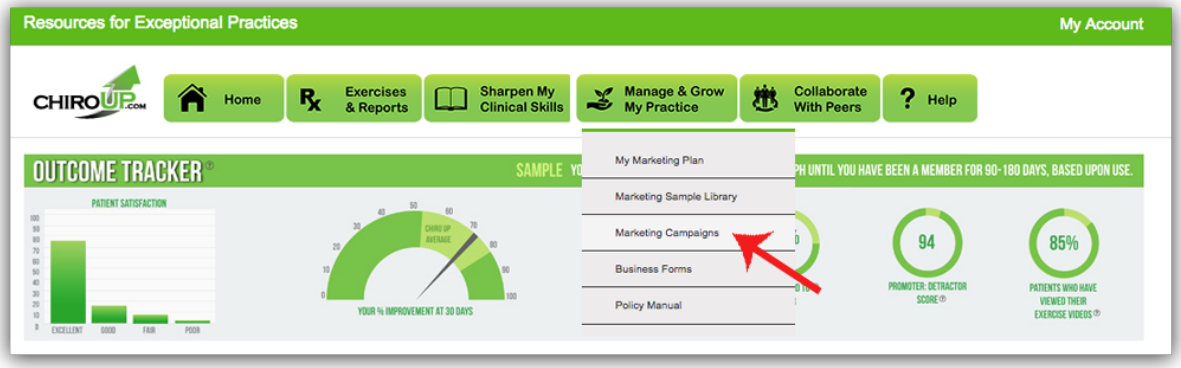
Hint: Make sure that each provider within your clinic has an associated personal email address to consistently receive emails, blogs webinars and other important updates.

View this email in your browser

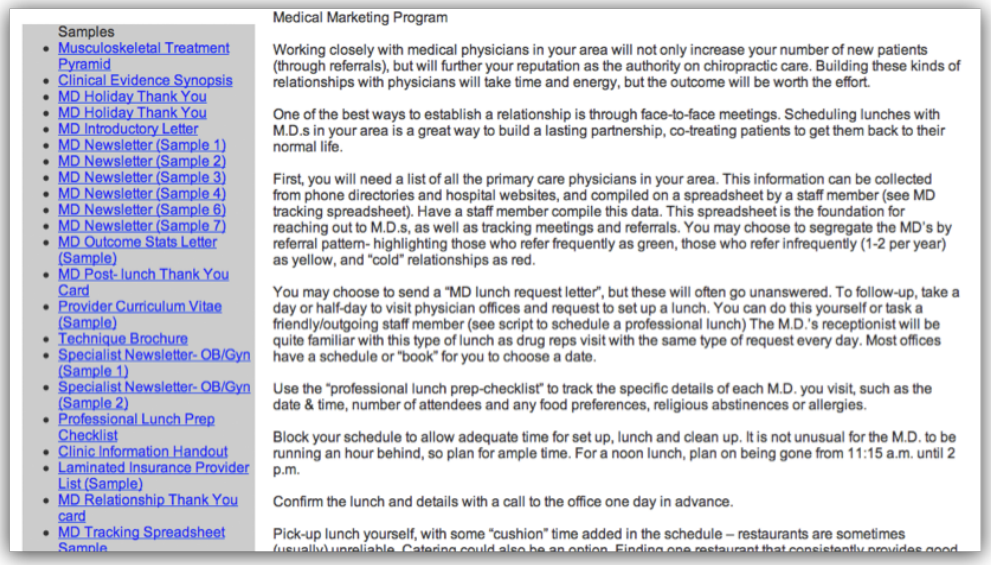
Welcome UP

Promote My Practice

1. ChiroUp subscribers have access to dozens of strategies to build and market a patient-focused practice. Marketing strategies are organized into campaigns- each targeting a specific group. Campaigns may be accessed by navigating to the “Manage and Grow My Practice” tab and selecting “Marketing campaigns” from the drop down.

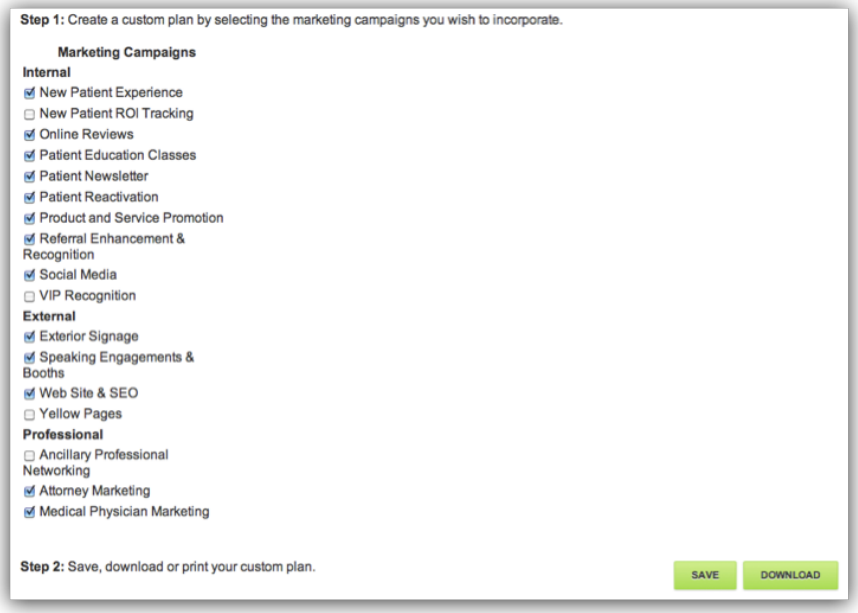


2. Selecting an individual campaign generates a concise summary, describing how to implement that strategy. Any letters or samples associated with a given campaign may be selected from the grey box on the left.


Samples
Musculoskeletal Treatment Pyramid
Clinical Evidence Synopsis
MD Holiday Thank You
MD Holiday Thank You
MD Introductory Letter
MD Newsletter (Sample 1)
MD Newsletter (Sample 2)
MD Newsletter (Sample 3)
MD Newsletter (Sample 4)
MD Newsletter (Sample 6)
MD Newsletter (Sample 7)
MD Outcome Stats Letter (Sample)
MD Post- lunch Thank You Card
Provider Curriculum Vitae (Sample)
Technique Brochure
Specialist Newsletter- OB/Gyn (Sample 1)
Specialist Newsletter- OB/Gyn (Sample 2)
Professional Lunch Prep Checklist
Clinic Information Handout
Laminated Insurance Provider List (Sample)
MD Relationship Thank You card
MD Tracking Spreadsheet Sample
Medical Marketing Program
Working closely with medical physicians in your area will not only increase your number of new patients (through referrals), but will further your reputation as the authority on chiropractic care. Building these kinds of relationships with physicians will take time and energy, but the outcome will be worth the effort.
One of the best ways to establish a relationship is through face-to-face meetings. Scheduling lunches with M.D.s in your area is a great way to build a lasting partnership, co-treating patients to get them back to their normal life.
First, you will need a list of all the primary care physicians in your area. This information can be collected from phone directories and hospital websites, and compiled on a spreadsheet by a staff member (see MD tracking spreadsheet). Have a staff member compile this data. This spreadsheet is the foundation for reaching out to M.D.s, as well as tracking meetings and referrals. You may choose to segregate the MD's by referral pattern- highlighting those who refer frequently as green, those who refer infrequently (1-2 per year) as yellow, and "cold" relationships as red.
You may choose to send a "MD lunch request letter", but these will often go unanswered. To follow-up, take a day or half-day to visit physician offices and request to set up a lunch. You can do this yourself or task a friendly/outgoing staff member (see script to schedule a professional lunch) The M.D.'s receptionist will be quite familiar with this type of lunch as drug reps visit with the same type of request every day. Most offices have a schedule or "book" for you to choose a date.
Use the "professional lunch prep-checklist" to track the specific details of each M.D. you visit, such as the date & time, number of attendees and any food preferences, religious abstinences or allergies.
Block your schedule to allow adequate time for set up, lunch and clean up. It is not unusual for the M.D. to be running an hour behind, so plan for ample time. For a noon lunch, plan on being gone from 11:15 a.m. until 2 p.m.
Confirm the lunch and details with a call to the office one day in advance.
Pick-up lunch yourself, with some "cushion" time added in the schedule – restaurants are sometimes

Hint: Subscribers have the right to use or customize any of the associated samples. ChiroUp also offers a team of experienced, professional consultants to help with any aspect of your next marketing project from customization through printing. To receive a free quote for customization, simply email design@chiroup.com.

3. Subscribers may quickly create a personalized 12-month marketing plan by navigating to the "Manage & Grow My Practice" tab and selecting "My marketing plan". The first step in creating a custom plan is to select the marketing campaigns that you wish to incorporate by checking the adjacent box.

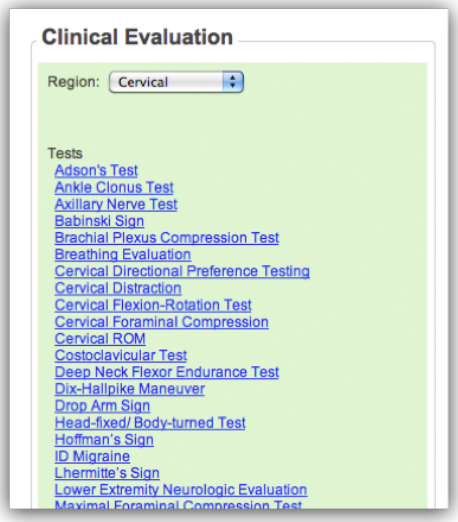


The campaigns that you have selected, along with their associated action steps, will auto populate in the associated spreadsheet. Once you are finished, be sure to "save" your plan. Your plan may be downloaded and printed by clicking the "download" button in the bottom right-hand corner.

This will produce an Excel spreadsheet that may be further modified or printed.

Watch a Tutorial Video

1. ChiroUp subscribers have access to video demonstrates for hundreds of different clinical evaluations and treatment techniques. To review a video demonstration for a clinical test or treatment, navigate to the “Sharpen My Clinical Skills” tab and select either “Clinical evaluation” or “Treatment techniques”. Select a “region” to bring up a list of any procedure associated with that region. Click on an individually named procedure to bring up a written description along with a brief video demonstration of that procedure.



Breathing Evaluation
0:00 / 0:49
Assessment of breathing dysfunction begins with unannounced observation. Clinicians should look for classic signs of dysfunction including elevation of the upper rib cage, diminished or asymmetrical lateral expansion of the lower rib cage, nasal flaring, labored breathing, frequent yawning, mouth breathing and/or initiation of breathing from the chest rather than the abdomen (paradoxical breathing). The latter may be assessed with the patient lying supine, knees bent having the patient place one hand over their umbilicus, the other hand on their sternum. Initiation of a deep breath should start in the abdomen with minimal chest elevation.

2. To review a video demonstration of any available ChiroUp exercise, navigate to the “Prescribe Exercises & Reports” tab and select “exercise videos” from the drop down menu. This brings up a comprehensive list of all available exercises. The list may be narrowed by selecting a specific region. Video demonstrations of each exercise may be obtained by clicking on the corresponding link and selecting play.

3. To learn more about any of the ChiroUp features, watch our Quickstart Tutorial Video.

…and don't forget, you may contact us by email or call (844) GO-CHIRO with any questions, anytime.